#### **Get Involved**

**DONATE Funds** - The expansion of pediatric health literacy programs at Nationwide Children's Hospital is strengthened by generous contributions from our community. Your donation will be used to support our efforts in purchasing program essentials such as new books, iPods/iPads, and therapeutic toys.

Make checks payable to: Nationwide Children's Foundation. In the Memo please write "Reach Out and Read".

Mail checks to: Nationwide Children's Foundation, 700 Children's Drive, Columbus, OH 43205

**HOST** a Fundraiser - Show your support by hosting a private fundraiser or special event at your home or place of business. A fundraiser is a great way to honor friends or customers, all while doing great work in the community. Contact Brian.Harman@NationwideChildrens.org or at 614-355-0813.

**TAKE** a Tour - Come see for yourself one of the greatest children's hospitals in the country. For a private tour of Nationwide Children's Hospital, contact Brian.Harman@NationwideChildrens.org or at 614-355-0813.

**DONATE** New & Gently-Used Books - We accept book donations for infants and young children up to 4 years of age. Your support helps us put books in the hands of children who are growing up without them. For more information, contact Shareena.Casey@NationwideChildrens.org.

**VOLUNTEER** - Volunteers are an important part of our health care team. They transform the waiting areas of our Primary Care Centers into positive learning environments. We offer many opportunities for individuals, corporations, educational, and civic organizations. For more information, please contact Janel.Field@NationwideChildrens.org.



# **Champions of Literacy**





## The Pediatricians Role in Literacy

Pediatricians play a vital role in supporting evidence-based strategies to promote early literacy development. Utilizing a body of research and accumulated clinical experience, pediatricians empower parents to build strong foundations in early childhood development and learning.

#### Reach Out and Read (ROR)



where great stories begin

Reach Out and Read is a pediatric literacy program

that partners with pediatricians who prescribe new books to children 6 months to 5 years of age during routine well-child visits. Nationwide Children's is proud to be among the largest of more than 5,000 ROR programs in the country. Our Primary Care Centers serve children from diverse low-income households who face the highest risk for academic failure. 2012 Fast Facts:

- Pediatricians prescribed more than 46,000 new books
- Primary Care Centers gave away more than 88,000 gently-used books
- 625 volunteers engaged patients in 4,500 hours of music and literacy activities



### Sounds of Love (SOL)

Nationwide Children's has one of the largest neonatal intensive care systems in the United States with 191 beds in 8 nurseries around central Ohio. Sounds of Love is an innovative program that allows parents to have a presence at their baby's bedside by digitally recording stories, songs, and/or conversation. This program promotes:

- Improved physiological stability
- Increased parental involvement
- Decreased length of stay in the hospital

## Neonatal/ Bronchopulmonary Dysplasia (BPD) Development Center

Bronchopulmonary dysplasia (BPD) is a multifaceted disease that affects both premature and low birth weight infants who spend longer periods of time on oxygen and mechanical ventilation. Our pediatricians are in a unique position to integrate literacy and language interventions by prescribing developmentally appropriate books. Our goal for the Neonatal/BPD Center is to create an environment that utilizes evidence based language and development models to create a family centered care model.

# Mediglyphs<sup>®</sup>

This unique pediatric health literacy system uses pediatric specific images and low literate text to help patients/parents properly administer medication. The objective of the Mediglyphs® System is to maximize positive patient outcomes by ensuring that patients of all literacy levels are fully informed and engaged in the education process. This interactive health literacy program increases patient satisfaction, medication compliance, and physician/pharmacist efficiency.

## Why is it important?

Nationwide Children's believes it takes more than medicine to have a healthy child.

- 90% of brain development occurs between birth and age 3, including social, emotional and cognitive skills crucial to healthy development.
- The development of these skills impact school readiness and overall academic success. Studies show children who start behind, stay behind.
- Link between school success and literacy: children who are not reading at grade level by the 3rd grade and living in poverty are 13 times more likely to drop out of high school.
- Community impact: a high imprisonment rate (80% of inmates in Ohio prisons are high school dropouts)
- Economic impact: over the next decade, high school dropouts are projected to cost the nation 3 trillion dollars.